

BEAUTY IN DIVERSITY

NUSATIC

HALL 7-10
ICE BSD
BSD CITY

TANGERANG
BANTEN - INDONESIA

ORGANIZED BY



NUSAPET
2025

JUNE
20-22
2025
ICE BSD , BSD CITY ,
TANGERANG, BANTEN, INDONESIA

+62 857-7627-8839

www.nusatic.id

nusatic.official

nusatic2025

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NUSATIC

NUSAPET
2025

NUSATIC
NUSANTARA
AQUATIC

**'THE WORLD'S LARGEST
AQUATIC EXHIBITION!'**



NUSATIC 2025

“ REVEALING INDONESIA’S HIDDEN AQUATIC BEAUTY ”

The name NUSATIC is a combination of two words: ‘Nusantara’ which refers to the entire Indonesian archipelago and ‘Aquatic’ which means related to water.

Nusatic is expected to become a meeting point for all local fish / aquatic plant industry players to expand to the international market.

Nusatic simultaneously facilitate all breeders, producers of goods and services related to fish/ aquatic plants and their derivative products to showcase their best in every event since 2016 to 2024.



NUSATIC
GOALS

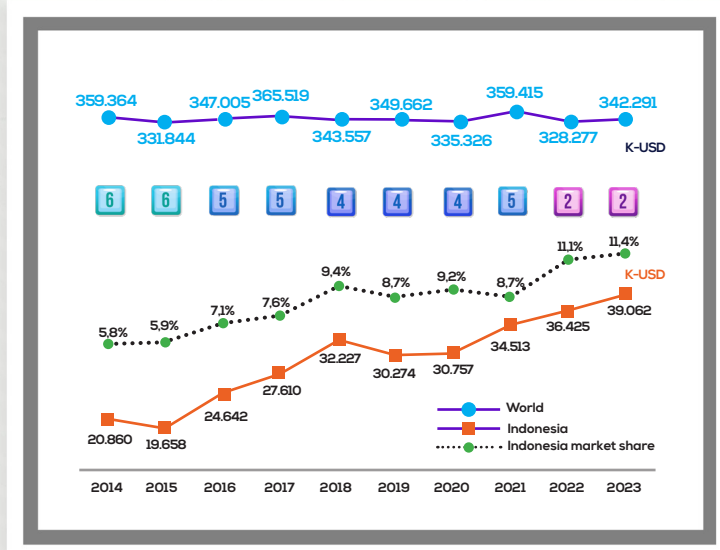


THE WORLD'S NO.1 ORNAMENTAL FISH EXPORTER

- Our main goal is to make Indonesia become *The World's no.1 Ornamental Fishes Exporter*.
- This ultimate goal will be achieved by promoting ornamental fishes and all derived products publicly to new entrants and investors.
- *Indonesia* is currently the second largest ornamental fish exporter in the world after *Japan*.
- The value of ornamental fish exports in *2023* reached *39.06 million US dollars* or grew by *7.2 percent* compared to *2022* which was recorded at *36.43 million US dollars*, with a market share of *11.1 percent*. Meanwhile, *Japan*, which is in the first position, has a market share of *13.9 percent* in *2023* (KKP 2023).

This graphic shows positive trend of Indonesia's ornamental fish export in last 10 years. This increase in export volume was followed by an increase in market share and Indonesia's ranking as the world's largest ornamental fish exporter (ITC 2023).

ORNAMENTAL FISH EXPORT AMOUNT TREND IN LAST 10 YEARS



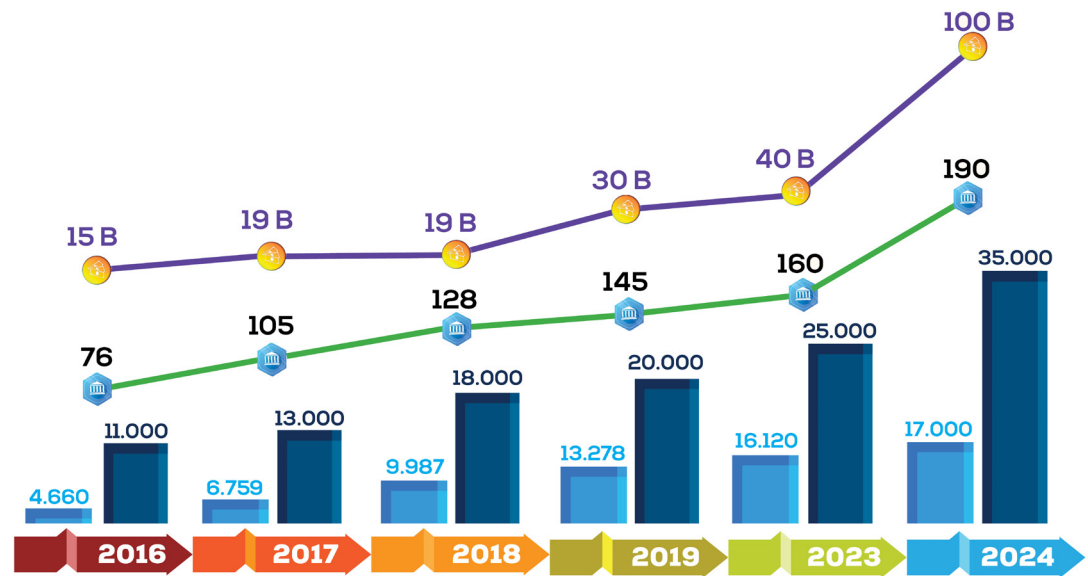
Indonesia's ornamental fish export trend in last 10 years (source: ITC 2023)

NUSATIC

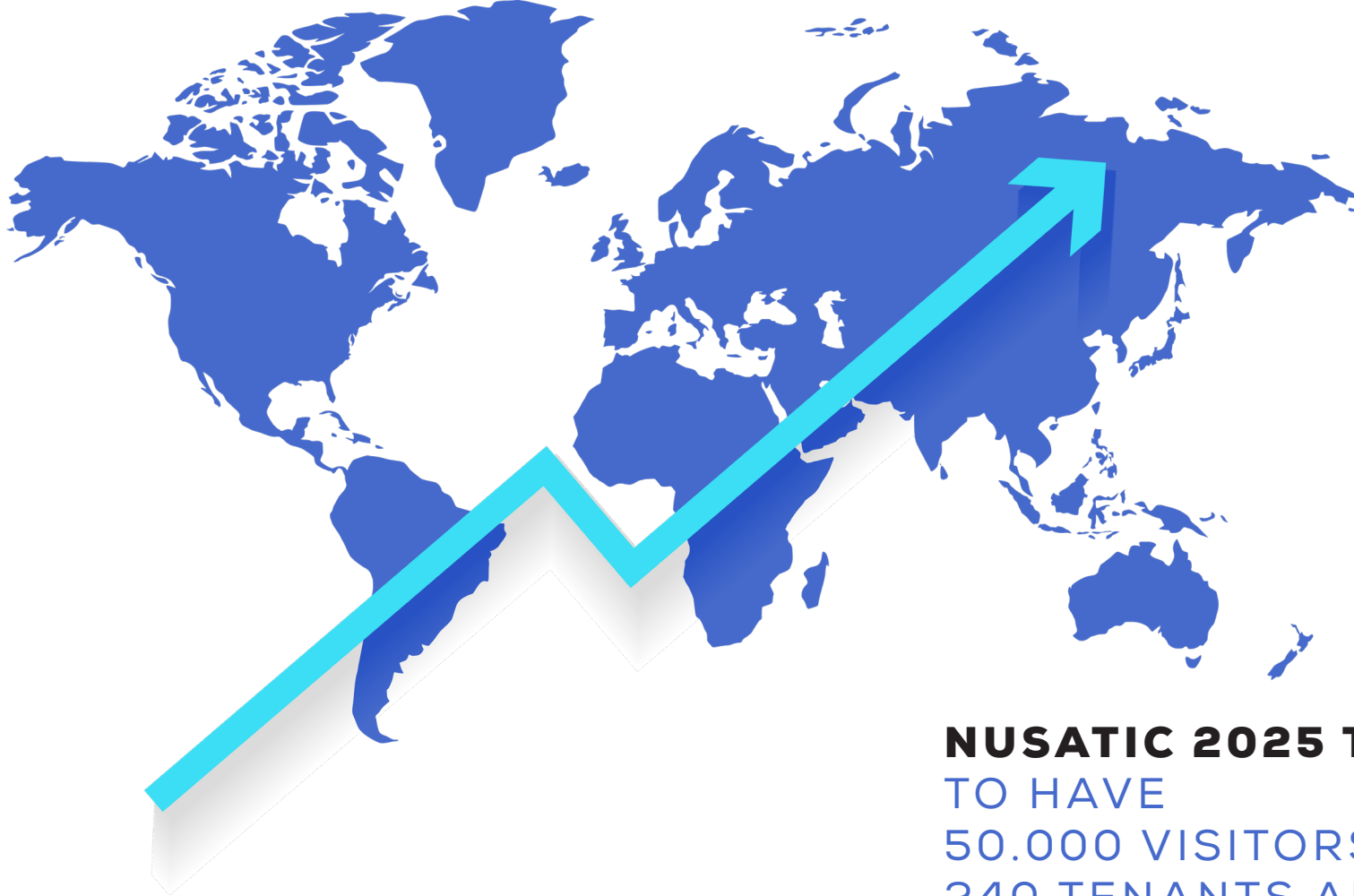
2016-2024
 & 2025 TARGETS

The number of visitors, tenants, ornamental fishes that participating and their valuation (IDR) in the annual Nusatic event always increased significantly from year to year (2016-2024).

This indicates a positive trend of public interest in the Nusatic event.



🏠 Value (IDR)
🏢 Tennant
🐟 Fish/Pet
👤 Visitor



NUSATIC 2025 TARGET
TO HAVE
50.000 VISITORS,
240 TENANTS AND
20.000 FISH



50.000 VISITORS



240 TENANTS



20.000 FISH

NUSATIC
TRILOGY

NUSATIC 2025

REVEALING Indonesia's Hidden Aquatic Beauty.

NUSATIC 2026

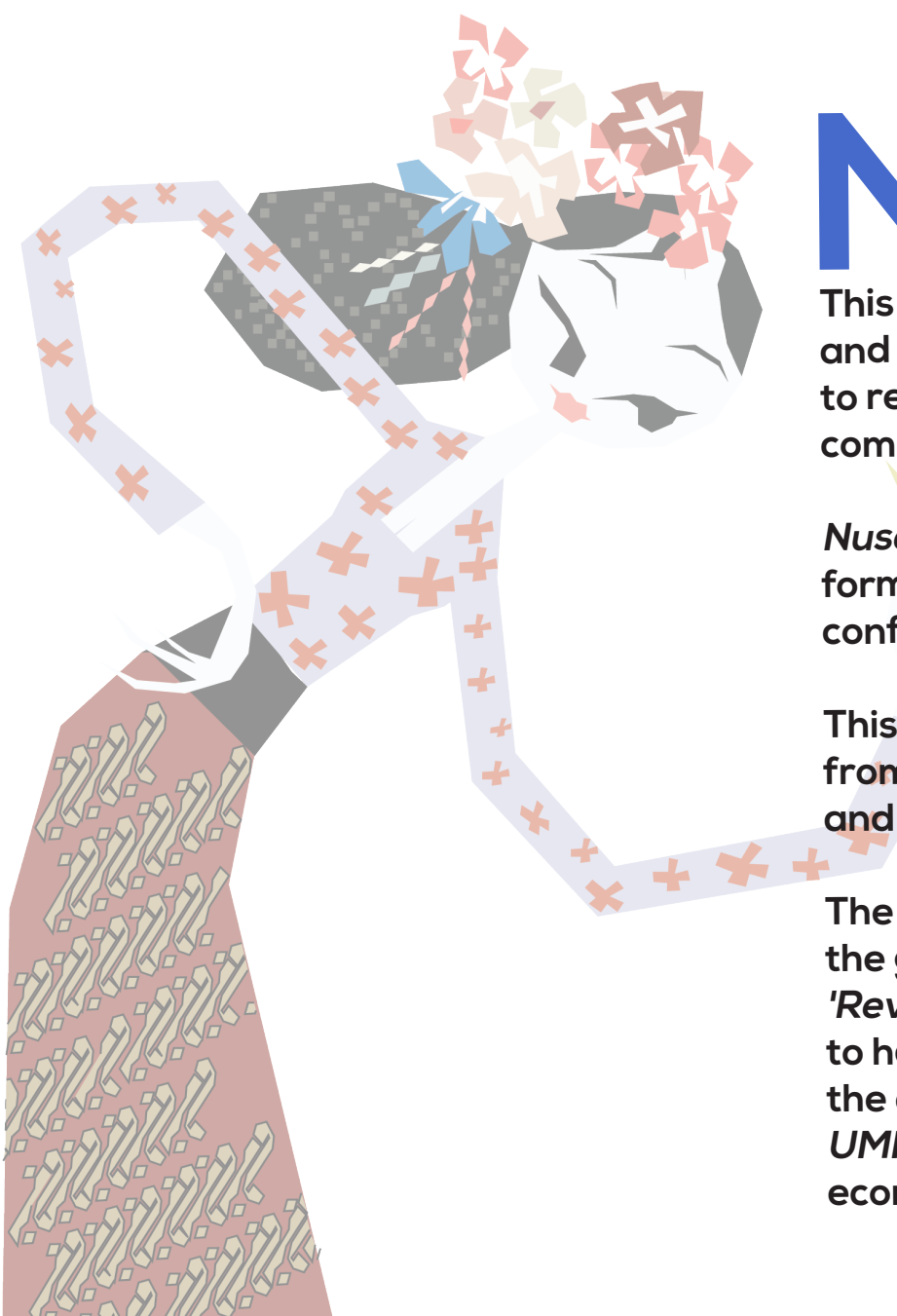
EMBRACING Prosperity Through Indonesia's Aquatic Treasures.

NUSATIC 2027

EXPANDING Markets for the Stunning Indonesia's Aquatic Commodities.

NUSATIC 2025:

REVEALING INDONESIA'S HIDDEN AQUATIC BEAUTY



Nusatic 2025 'Revealing Indonesia's Hidden Aquatic Beauty' will be held on *June 20-22, 2024* at *Hall 7-10 ICE BSD Tangerang, Banten, Indonesia*.

This year theme is expected to inspire all Indonesian fish and ornamental plant industry players to work together to reveal the great potential of our ornamental fish commodities to penetrate the global market.

Nusatic 2025 is here to represent its vision in the form of various activities such as exhibitions, seminars, conferences and contests with international scale.

This event will only be well organized if it receives support from all relevant parties both from the government and the private sector.

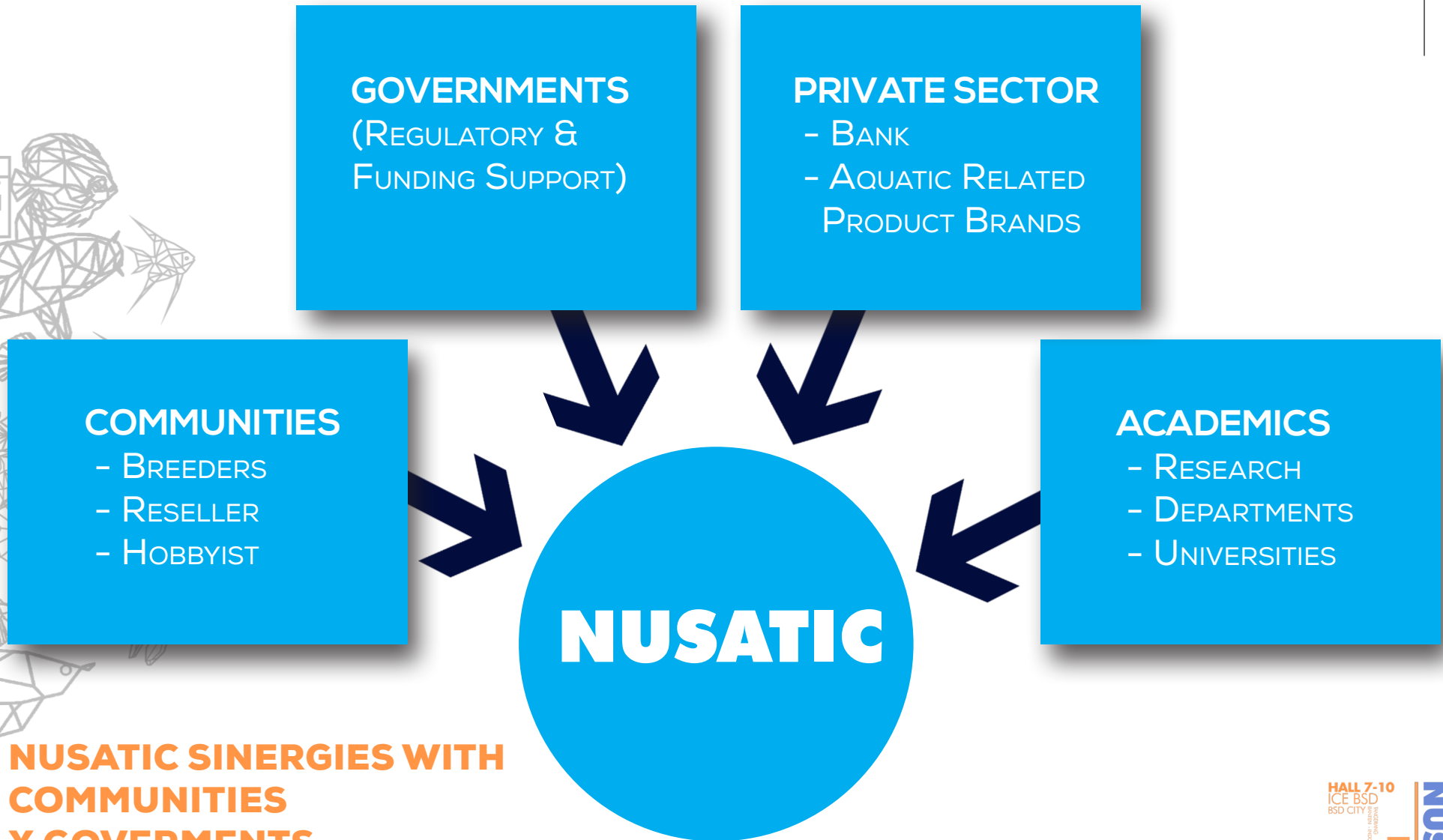
The successful synergy between the private sector and the government through the organization of *Nusatic 2025* 'Revealing Indonesia's Hidden Aquatic Beauty' is expected to have a real impact on economic growth, especially the creative economy sector which encourages more *UMKMs* to grow amid the challenges of the global economic crisis.



NUSATIC

SYNERGY





**NUSATIC SINERGIES WITH
COMMUNITIES
X GOVERNMENTS
X ACADEMICS
X PRIVATE SECTORS**

NUSATIC

NUSAPET
2025



NUSAPET
NUSANTARA PET SHOW

NUSAPET

AMAZING PET SHOW

SINCE 2023, NUSATIC TOOK THE INITIATIVE TO COLLABORATE WITH PERKIN AS THE BIGGEST PET ASSOCIATION IN INDONESIA AND OTHER PET COMMUNITIES IN ORGANIZING NUSAPET 2025.

DRIVEN BY A COMMON PROBLEM IN THE HOBBY BUSINESS SECTOR, OFTEN UNDERESTIMATED DUE TO THE VOLUME OF BUSINESS THAT IS MINOR COMPARED TO THE FOOD SECTOR IN EACH DIVISION RESPONSIBLE FOR IT, THE PET HOBBY BUSINESS IS CONSIDERED TO HAVE SO MUCH ECONOMIC POTENTIAL THAT HAS NOT BEEN MAXIMIZED BY THE PLAYERS INSIDE.

ACCOMPANIED WITH THE GOVERNMENT'S ATTENTION AND SUPPORT, THE PET INDUSTRY CAN ACHIEVE THEIR GREATER POTENTIAL IN PROVIDING EXTENSIVE EMPLOYMENT THROUGH CREATIVE ECONOMIC ACTIVITIES THAT ARE BORN FROM MORE GROWING UMKMS.

The opportunity to create cross-selling between aquatic hobbies and other pets that can stimulate new markets is very potential and promising.

The organization of Nusatic X Nusapet 2025 is expected to present a new dynamic of the two pet-hobby components that are expected to support each other because they have a potential market that overlaps, namely pet-lovers.



JUNE 20-22
2025
ICE BSD, BSD CITY
TANGERANG, BANTEN, INDONESIA

PERKIN ACTIVITY LIST :

- **INTERNATIONAL ALL-BREED DOG SHOW**
- **A20 SHOW**
- **AGILITY SHOW**
- **GROOMING CONTEST**

**NUSAPET X
PERKIN**
COLLABORATION





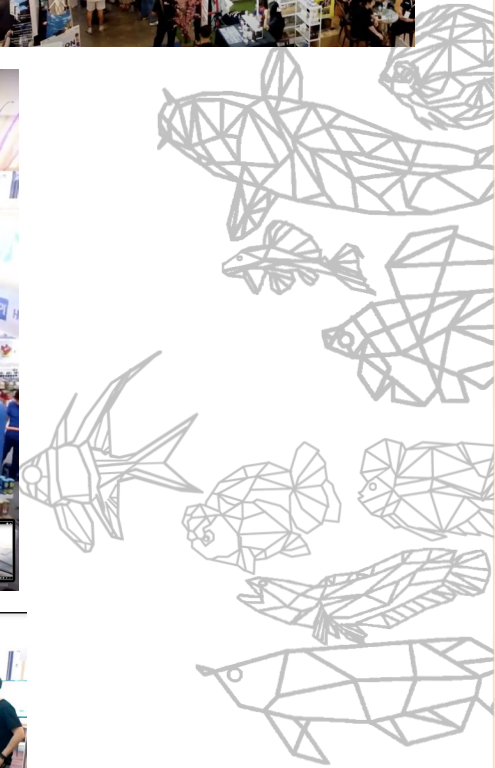
HALL 7-10
ICE BSD
BSD CITY

TANJUNGPINANG
BANTEN
INDONESIA



ACTIVITY

ARRANGEMENT



FRIDAY

JUNE
2025 **20**
09.00 - 22.00

Opening Ceremony
Business Forum
Seminar & Talkshow
Judging
Exhibition, Market and
Auction
Fish Entry

SEMINAR AND TALKSHOW

Conference and CKIB

Listen to world experts talk about the industry, markets, challenges and opportunities

Various interesting topic presented interactively covering the best Ornamental fish.

SATURDAY

Judging
Seminar & Talkshow
Exhibition, Market and
Auction
Farm Visit
Awards Ceremony
Gala Dinner

JUNE
2025 **21**
09.00 - 22.00

ORNAMENTAL FISH & PET EXHIBITION

Biggest in the world, attended by tens of thousands local and international visitors.

SUNDAY

JUNE
2025 **22**
09.00 - 22.00

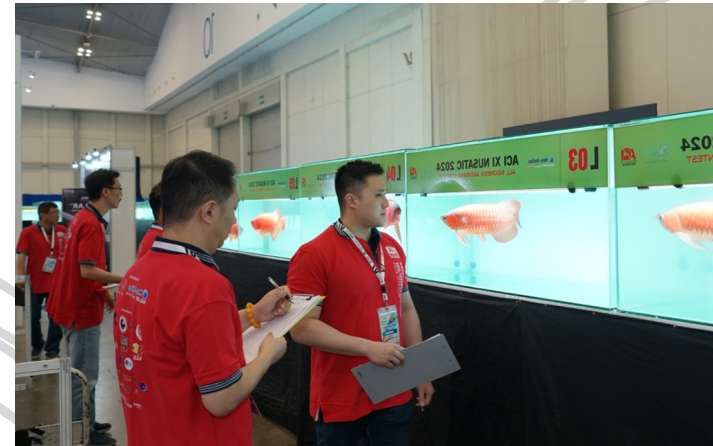
Closing & Awards Ceremony
(President Trophy)
Exhibition, Market and
Auction

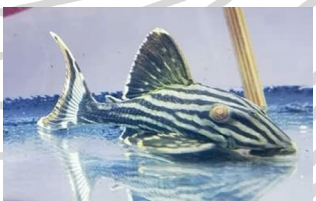
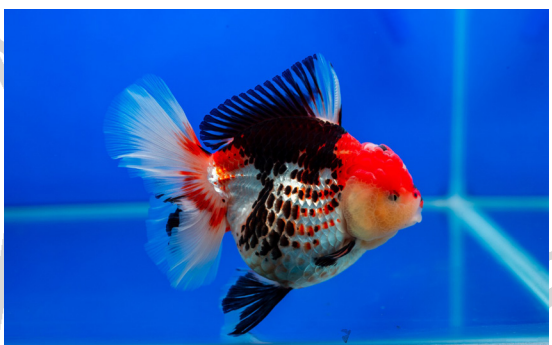
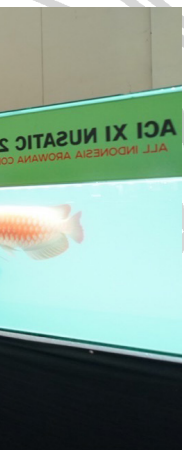
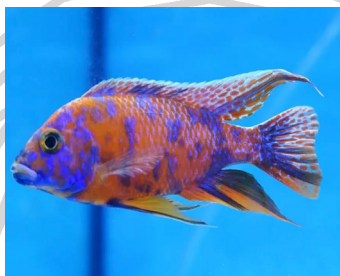
COMPETE FOR THE TROPHY

The President's Cup for ornamental fish as the final spectacular closing event.

NUSATIC

COMMUNITIES





HALL 7-10
ICE BSD
BSD CITY

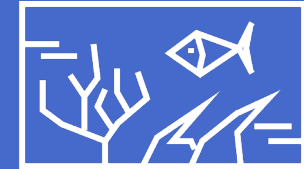
NUSATIC
2025
NUSAPET
2025

ICE BSD, BSD CITY,
TANGRANG, BANTEN, INDONESIA

NUSATIC COMMUNITIES

- ***NUSATIC's "motto from community by community for community" is implemented by providing major space to run competitions, exhibitions and other supporting activities.***
- ***NUSATIC always encouraged fish breeders to improve the quality of their fish and showcasing their well known commodities by regularly hosting international competition and exhibition.***
- ***This international competition and exhibition will attract people to keep various types of ornamental fish.***
- ***We also support local breeders to participate in this exhibition by giving them special 'farm/breeder' rate.***

1 / NUSATIC AQUASCAPE



2 / NUSATIC AROWANA



3 / NUSATIC BETTA



4 / NUSATIC CHANNA

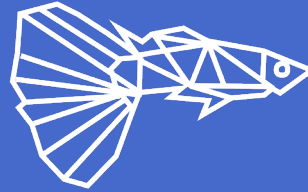


NUSATIC INTERNATIONAL EXHIBITION AND CONTEST 2025

5 / NUSATIC CICHLID



9 / NUSATIC GUPPY



13 / NUSATIC PLECO



6 / NUSATIC DISCUS



10 / NUSATIC KOI FISH



14 / NUSATIC WILD BETTA



7 / NUSATIC FLOWERHORN



11 / NUSATIC MAANVIS



15 / NUSATIC XIPHOPHORUS & MOLLY



8 / NUSATIC GOLDFISH



12 / NUSATIC MARINE



16 / NUSATIC PET



HALL 7-10
ICE BSD
BSD CITY

NUSAPET
2025

INDONESIA
2025
ICE BSD
BSD CITY

PRICE LIST & LAYOUT

LOCATION	PRICE (IDR)	INFO
F = 2X3M	15.000.000	BOOTH R8 FOR FISH FARM ONLY
D = 3X3M	22.500.000	BOOTH R8
C = 6X3M	45.000.000	BOOTH R8 / CUSTOMIZE SPACE
B = 6X6M	90.000.000	CUSTOMIZE SPACE
A = 8X8M	160.000.000	CUSTOMIZE SPACE

ADDITIONAL INFO

1. The cost of the stand is only valid during the duration of the exhibition.
2. Specification BOOTH R8 :
 - a) 1 unit table system
 - b) 2 folding chairs
 - c) 1 extension cord (2 outlets)
 - d) 1 standard lamp
 - e) Standard exterior fascia name and number

LAYOUT EVENT



HALL 7-10
PETE-BSD
BSD CITY

NUSAT
NUSAPET
2025

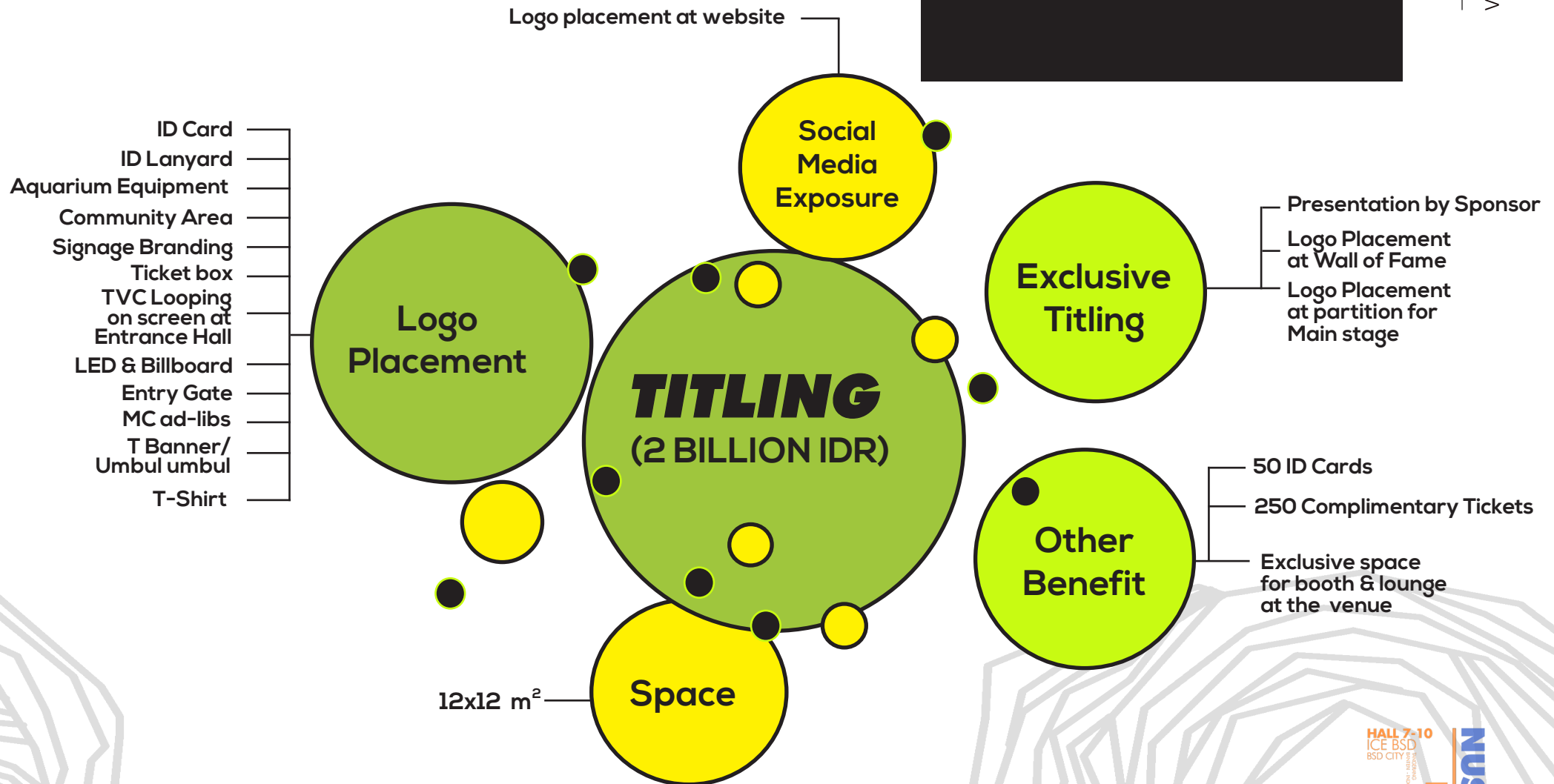


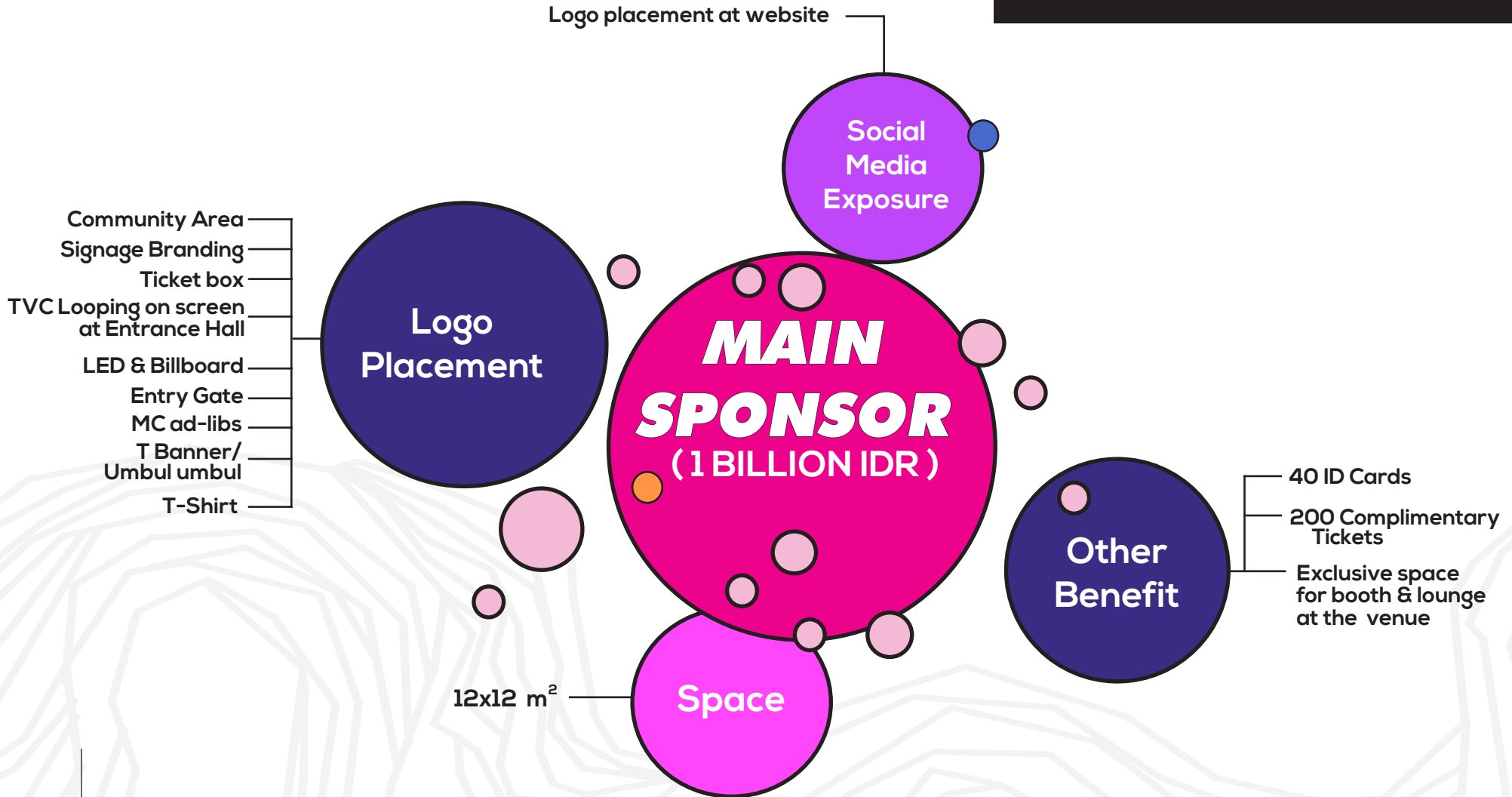
NUSATIC
SPONSORSHIP
BENEFITS



SPONSORSHIP

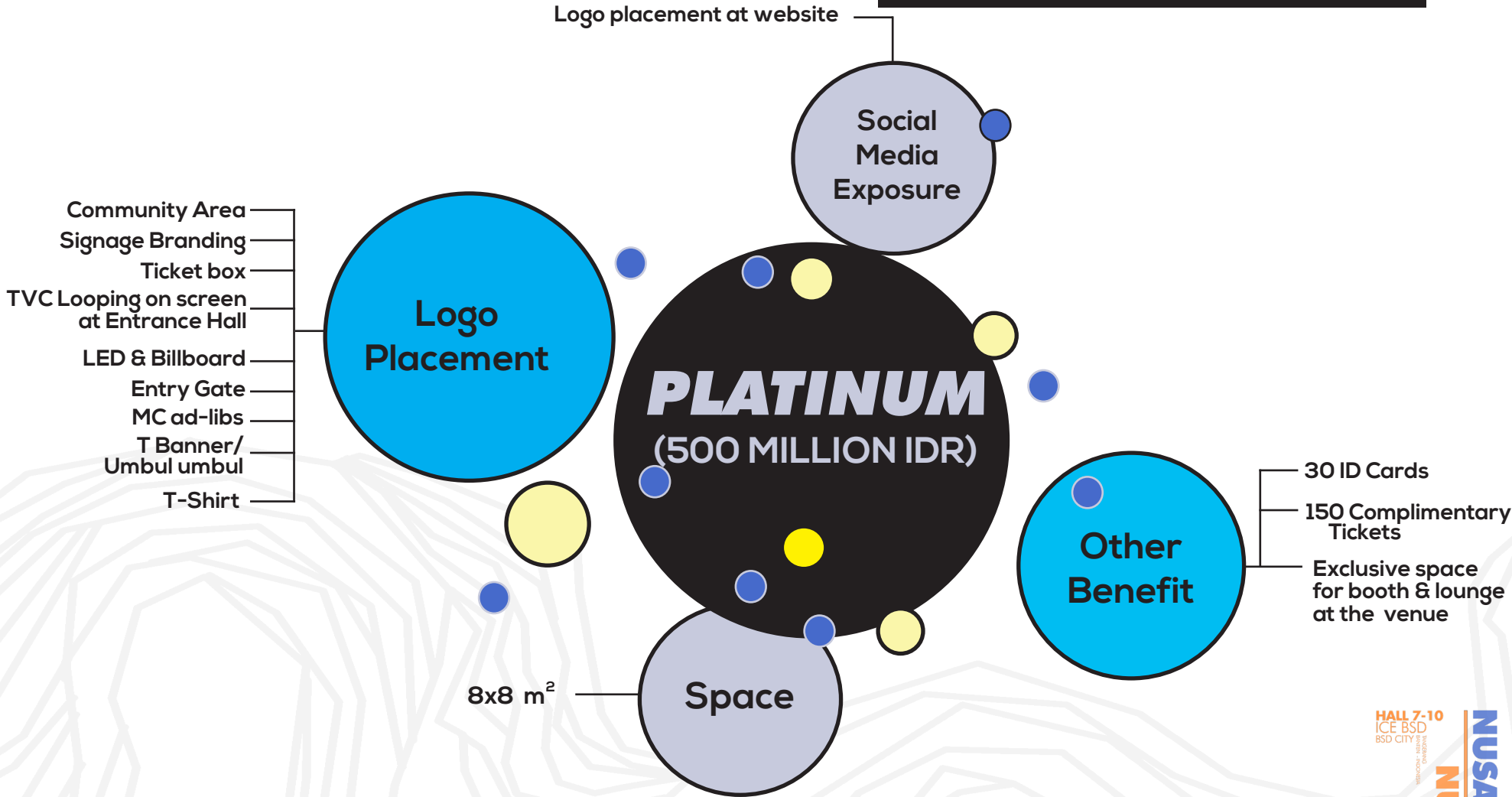
BENEFITS

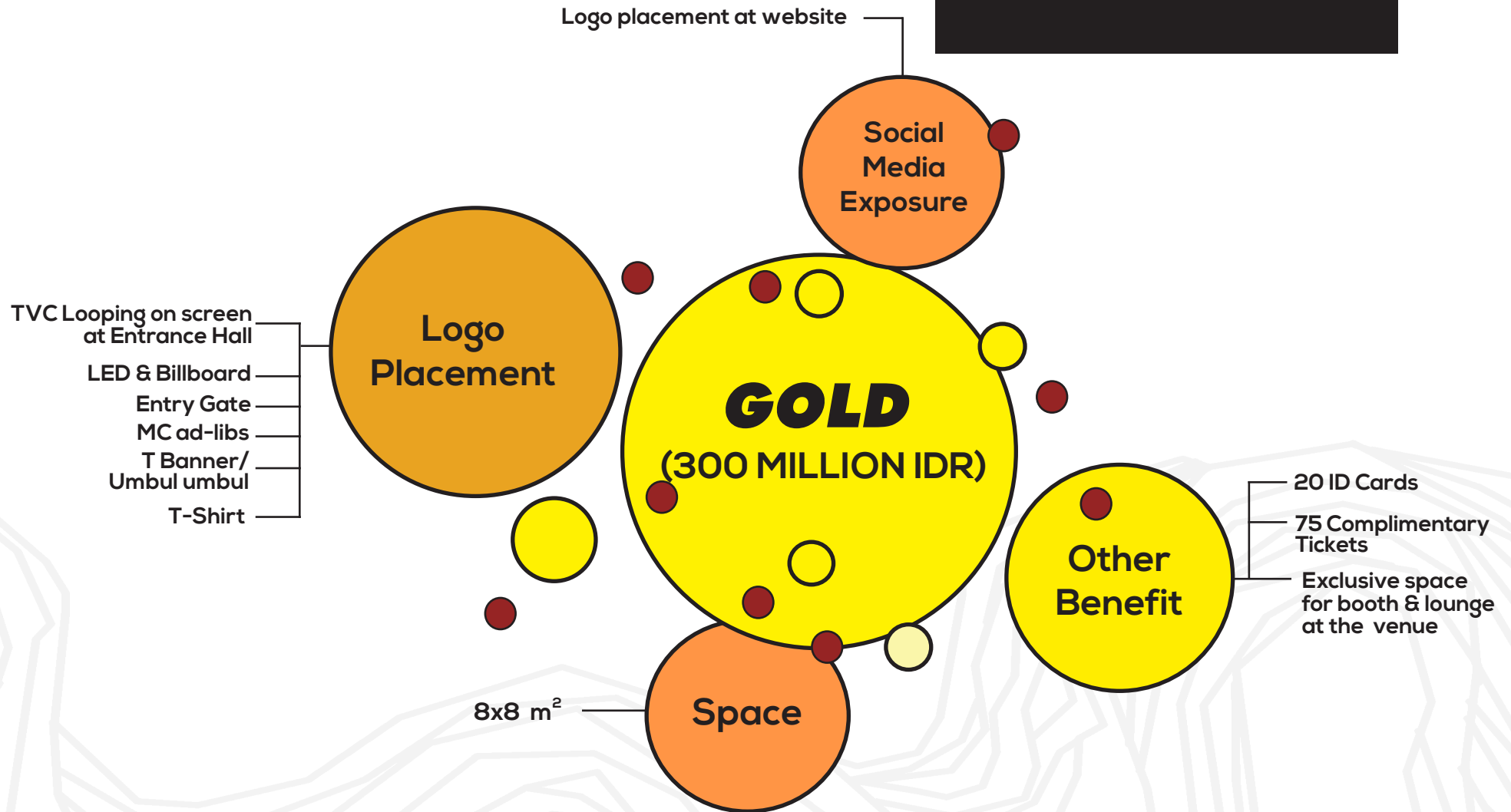




SPONSORSHIP

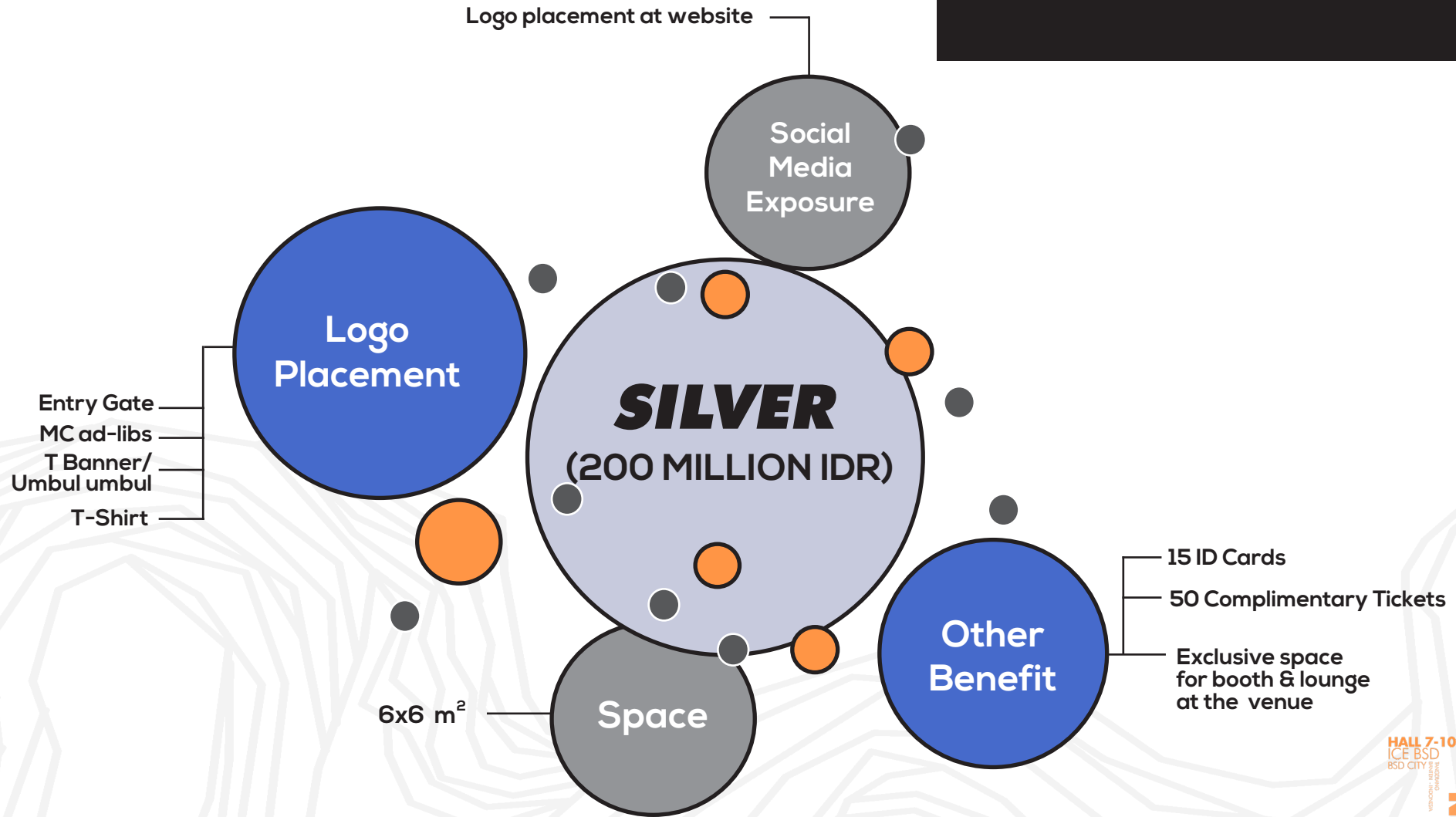
BENEFITS





SPONSORSHIP

BENEFITS

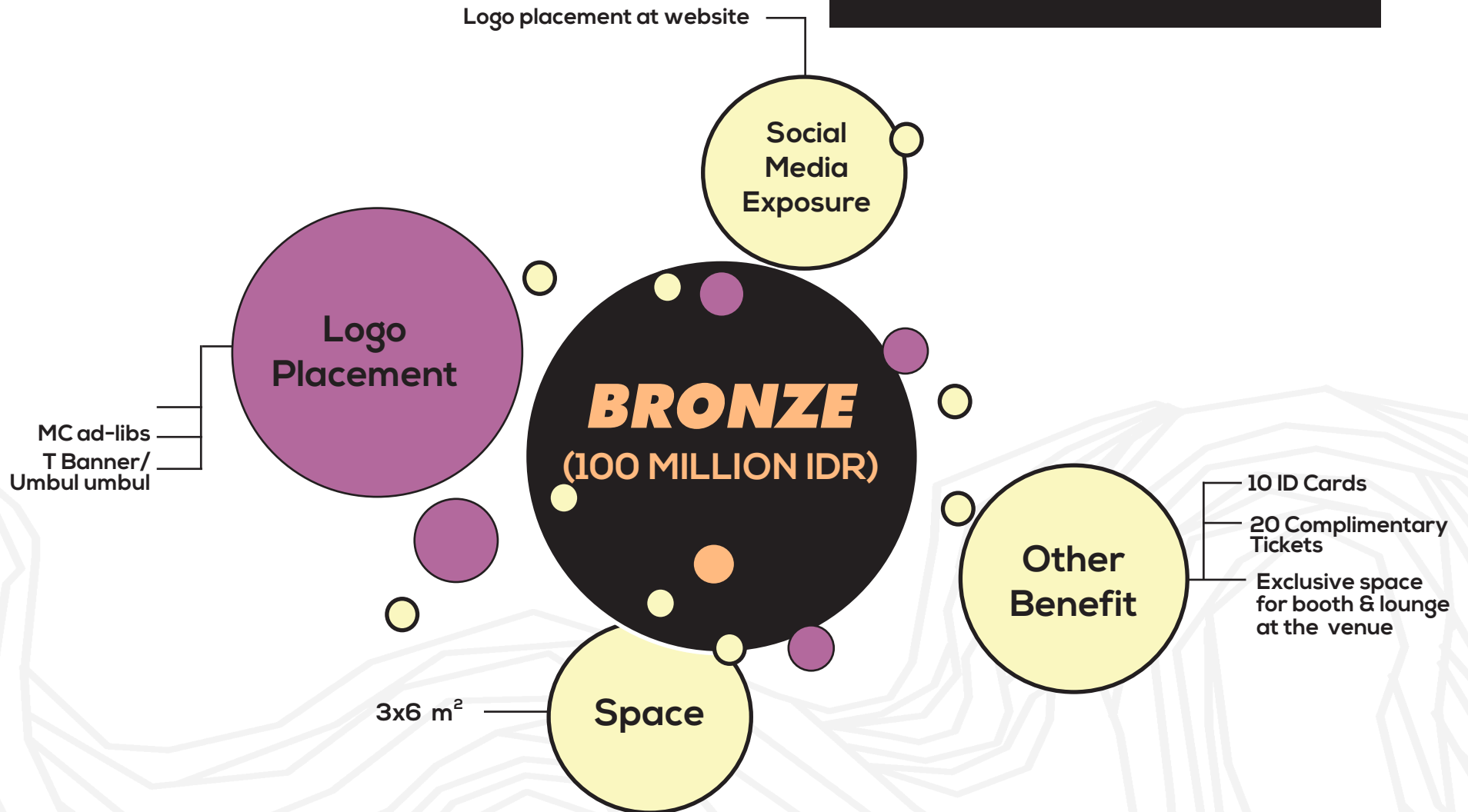


HALL 7-10
ICE BSD
BSD CITY

NUSATIC
2025

2025

ICE BSD, BSD CITY,
TANGKARANG, BANTEN, INDONESIA



HOSPITALITY

HOTELS NEAR
**INDONESIA
CONVENTION
EXHIBITION
(ICE BSD)**
BSD CITY





HOTEL SANTIKA PREMIERE ICE BSD CITY

Jl. BSD Grand Boulevard, Pagedangan, Kec.
Pagedangan, Kabupaten Tangerang, Banten 15339
Phone: (+6221) 80634899
[https://www.mysantika.com/indonesia/tangerang/
hotel-santika-premiere-ice-bsd-city](https://www.mysantika.com/indonesia/tangerang/hotel-santika-premiere-ice-bsd-city)

MERCURE TANGERANG BSD CITY

Address: Cbd 55, Jl. Edutown Kavling Lot Ii No.8,
Pagedangan, Tangerang Regency, Banten 15339
Phone : (+6221) 50898440
<https://all.accor.com/hotel/A6P9/index.id.shtml>

IBIS STYLES SERPONG BSD CITY

Address: Kavling Taman Kota Barat Lot No.II/9, BSD
City, Kec. Cisauk, Kabupaten Tangerang, Banten 15345
Phone : (+6221) 50977677
<https://all.accor.com/hotel/B281/index.en.shtml>

HOTEL SANTIKA BSD CITY - SERPONG

Address: Teraskota Entertainment Center, CBD Lot,
Jl. Pahlawan Seribu VII B, Lengkong Gudang, Kec.
Serpong, Kota Tangerang Selatan, Banten 15311
Phone : (+6221) 22235999
[https://www.mysantika.com/indonesia/tangerang-
selatan/hotel-santika-bsd-city-serpong](https://www.mysantika.com/indonesia/tangerang-selatan/hotel-santika-bsd-city-serpong)

JUNE 21, 2025
FEATURING FAMOUS ARTISTS IN
INDONESIA

GALA DINNER

NUSATIC



NUSATIC NUSAPET 2024
Exclusive
FISH FARM VISIT

JUNE 21 , 2025
WHOLE DAY

> ADMISSION FEE
 US\$ 50 per person
 Transportation to the farms and lunch box included.

ICE BSD
 BSD CITY - TANGERANG BANTEN
 INDONESIA

SCAN ME TO REGISTER

LIMITED SEAT !!!
 EARLY RESERVATION IS HIGHLY RECOMMENDED
 DEADLINE FOR REGISTRATION : **MAY 31, 2024**

RSVP :
 JOY ATMAJAJA - +62 857-0621-2488
 WIWIE - +62 856-8350-8288

07.00 - 08.00 AM	Participants gather in front of Santika Premier ICE BSD
08.00 - 08.45 AM	Bus departure to Arowana Farm
08.45 - 09.30 AM	Visit Arowana Farm
09.30 - 09.50 AM	Bus departure to Discus Farm
09.50 - 10.30 AM	Visit Discus Farm
10.30 - 11.00 AM	Bus departure to Marine Farm
11.00 - 11.30 AM	Visit Marine Farm
11.30 - 12.00 PM	Visit Freshwater Farm
12.00 - 12.45 PM	Lunch
12.45 - 01.30 PM	Bus departure to Koi Farm
01.30 - 02.00 PM	Visit Koi Farm
02.00 - 03.30 PM	Back to Santika Premier ICE BSD

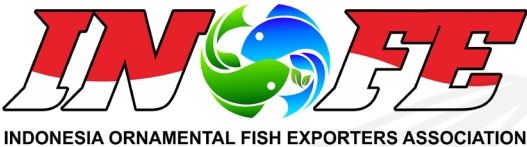
SUPPORT OUR PARTNERS



MALL 7-10
ICE BSD
BANDUNG

NUSATIC
NUSAPET
2025

ICE BSD CITY
TRANSKORPRI, BANDUNG, INDONESIA



CONTACT

FOR MORE INFORMATIONS

HALL 7-10
ICE BSD
BSD CITY

NUSATIC
NUSAPET
2025

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FOR MORE INFORMATIONS :

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 +62 857-7627-8839

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 +62 858-1124-5928

THANK YOU



**PT. AKUATIK FLONA
NUSANTARA KREASI**

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Telp.(WA) 0857 7627 8839 - 0856 9350 8288
e-Mail : admnusatic@gmail.com

www.nusatic.id

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